

# Become A VC-Backable Startup Within 8 Weeks

A rapid scale-up program where founders across Tamil Nadu get access to top 1% mentoring & investor access.



**300+ Startups**  
Made Investment  
Ready



**\$12Mn**  
Raised Cumulatively

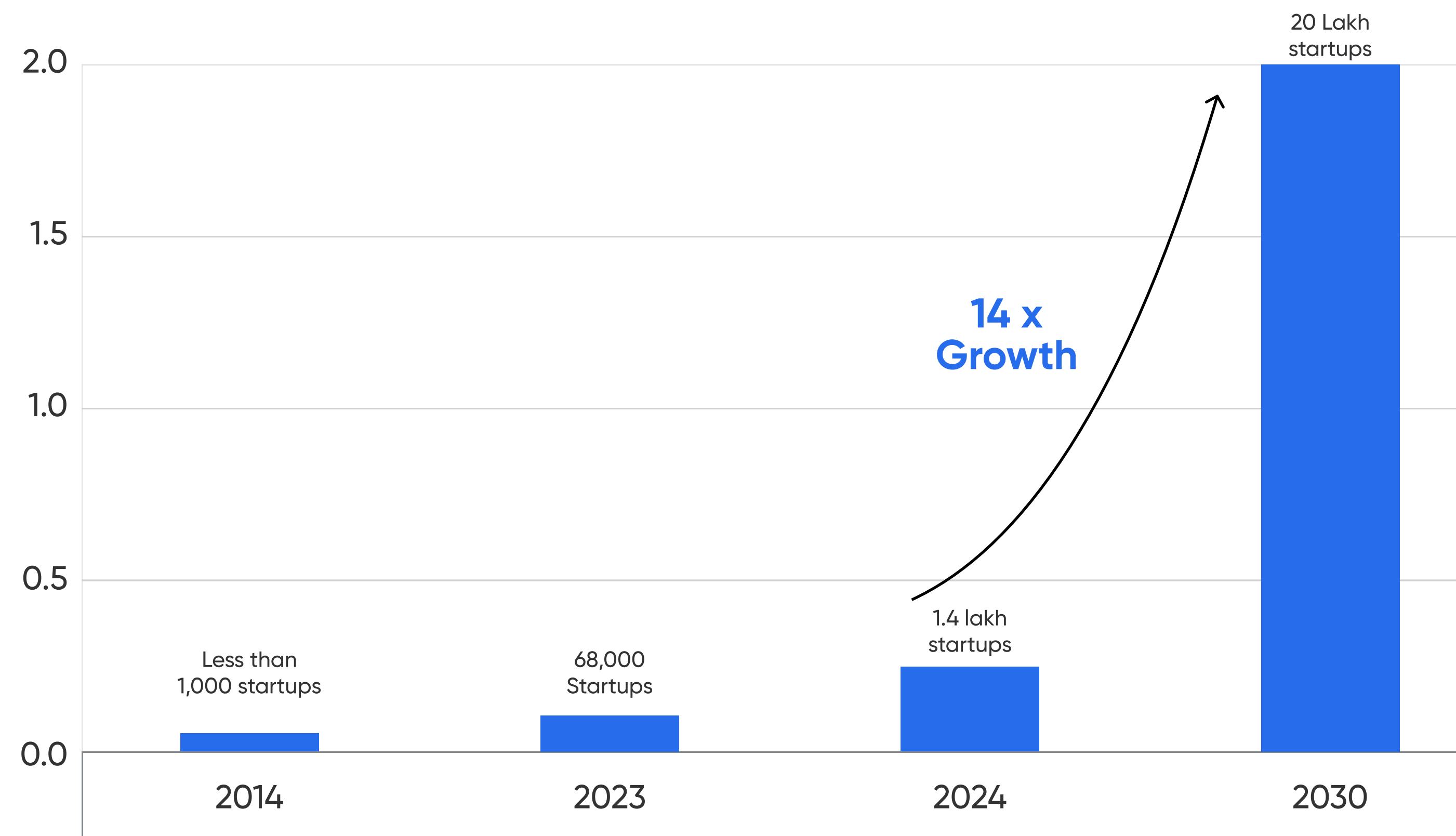


**\$100Mn**  
Combined Valuation



# The Great Indian Dream has come alive!

We are now the **3rd largest startup ecosystem** in the world.



Source: INC42

But Only 10% of over 157,000 DPIIT-registered Indian startups are venture-fundable, according to [peakxv](#) (formerly Sequoia Capital).

**StartX's mission is to increase the proportion of venture-fundable startups.**

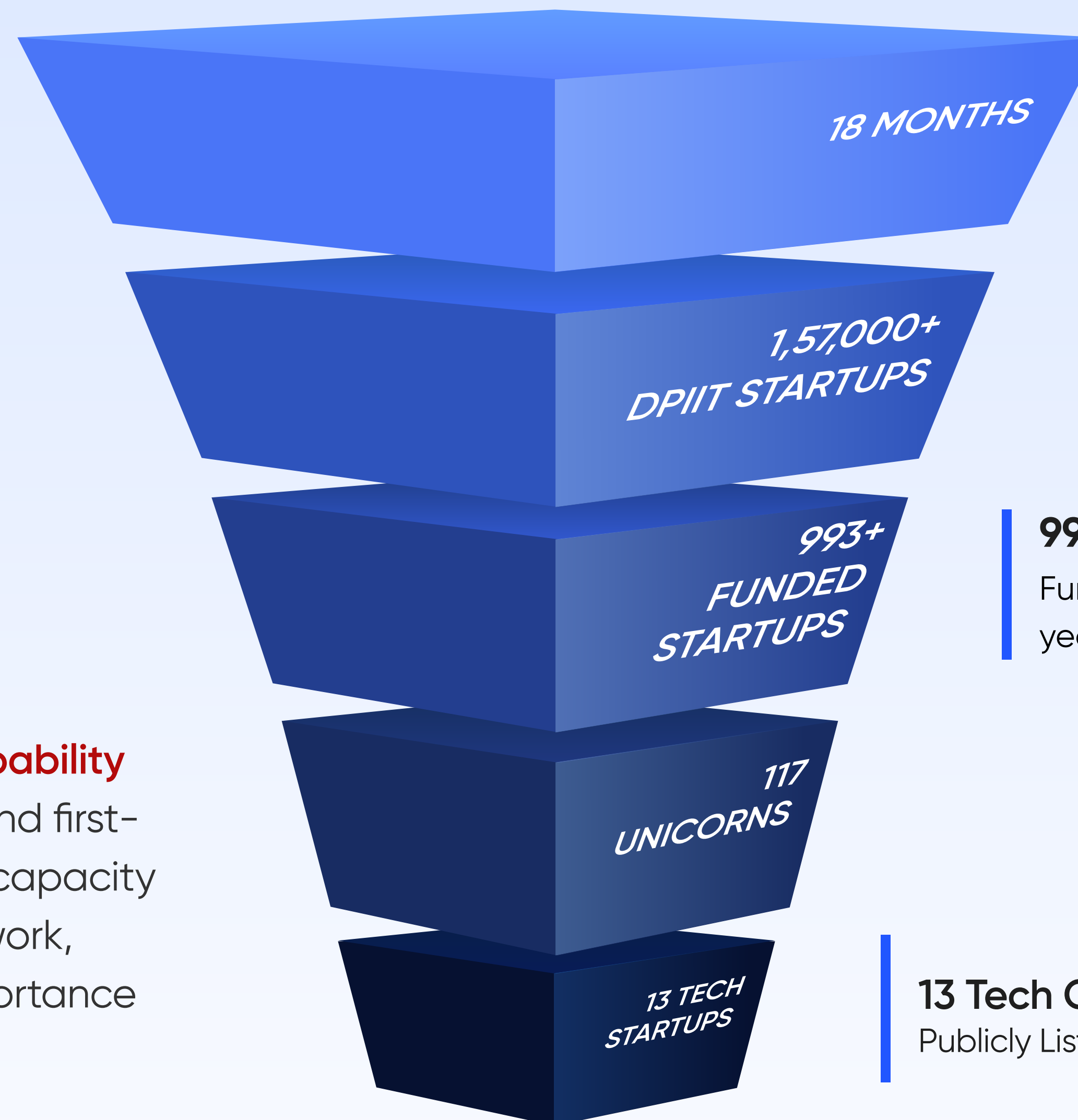
However, by 2030, 20 lakh startups are expected to emerge.

**The Indian entrepreneurship dream is just beginning.**

Will you want to be a part of it?

[Join StartX](#)

# Join Us to Accelerate India's \$5 Trillion Economy



## 18 Months:

Average time it takes to secure seed funding in India

## 993+ Startups

Funded in the calendar year 2024

## 13 Tech Companies

Publicly Listed in the calendar year 2024

**Problem Note:** With a **lower probability of success**, new-age founders and first-time founders need to focus on capacity building with the right skills, network, mindset, and especially the importance of venture scalability.



# Top 5 Data-Driven Reasons Startups Fail to Scale

## Lack of Market Demand:

**42% of startups fail because they misjudge market needs**, leading to products that don't solve a real problem

## Poor Product-Market Fit:

**Only 17% of startups succeed in achieving a strong product-market fit**, a critical factor for scaling

## Unable To Raise Subsequent Rounds:

**37% of startups fail due to the inability to secure follow-up funding**, leading to stalled growth and eventual closure

## Inefficient Go-to-Market Strategy:

**56% of startups fail to achieve product-market fit** due to a flawed go-to-market strategy, preventing them from reaching the holy grail of scaling

## Building the Wrong Team:

**23% of startups cite team issues, such as lacking the right skills or alignment**, as a key factor in their failure

# Introducing StartX

**8 Week Rapid Scale-Up Program** For Startups In Tamil Nadu, providing access to experienced founders, investment advisors, and subject matter experts who serve as coaches and mentors throughout the program.

**30+**

Aspiring founders

**20+**

Speakers and advisors

**20+**

Live Sessions

**8 Week**

Rapid Scale-Up Program

**Top Sectors:** Enterprise SAAS | Food Tech | Consumer Tech | Agri Tech | AI





# What StartX Offers Differently

We help you build category creators.

## Capital Access

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Say goodbye to endless investor outreach stress.

StartX connects you to marquee names with ease,

Present your vision, and secure funding to seize.

## StartX Community,

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Learn, thrive, and share with founders like no other.

Team up with StartX mentors and India's finest guides, Accelerate your success with the top 1% by your side.

## Company Building

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Scale faster and lead with StartX by your side.

Master fundraising, tech, and more to thrive wide.

Implement proven growth strategies for early-stage startups.

## Veteran Advice

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Manually recruiting users is essential in the beginning.

Don't wait for them to come—go out and bring them in.

Save like an ant, spend like a camel.

With StartX, grow smart without burning through your resources.



# Curriculum Overview...

## Week 1

### Building a Strong Startup Foundation

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- **Session 1** - Preparing to Fundraise
- **Session 2** - Shareholding Structures & Aligning Co-founders

## Week 2

### Validating Your Funding Probability

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- **Session 3** - Product-Market Fit & ICPs
- **Session 4** - Competitor Analysis & Differentiation

## Week 3

### Venture Finance 101

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- **Session 5** - Business Plan & Financial Modeling Basics
- **Session 6** - Pricing & Monetization Strategy

## Week 4

### Market Access

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- **Session 7** - Go-to-Market Strategy (GTM)
- **Session 8** - Digital Marketing & Customer Acquisition



# Curriculum Overview...

## Week 5

### Perfecting Your Pitch

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- **Session 9** - Crafting the Pitch Deck Session
- **Session 10** - Mastering Startup Valuation

## Week 6

### Investment Readiness

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- **Session 11** - Setting up a Virtual Data Room
- **Session 12** - Term Sheets & Funding Instruments

## Week 7

### Mock pitch

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- **Session 13** - Optimizing Your Demo Day Presentation
- **Session 14** - Investor Q&A Simulation

## Week 8

### Post-Demo Day Strategy & Networking

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- **Session 15** - Demo Day
- **Session 16** - Post-Pitch Strategy & Networking

# Taught by Industry Veterans

Meet the speakers, mentors, and coaches for the StartX Cohort.



**Chandrashekar Kupperi**  
Founder,  
ANOVA, M&A And  
Fundraise Advisory



**Anil Viswas Ayatiraj**  
General Manager,  
Samsung R&D Institute India-Bangalore



**Ashwin Ganesh**  
Head Of Operations South,  
We Founder Circle



**Aravind Subramanian**  
Co-Founder,  
Enlighten Capital



**Abisheik Aravindan**  
Partner GRAD & COMPANY



**Vinodh Parameswaran**  
Co-Founder, Springboard Digital



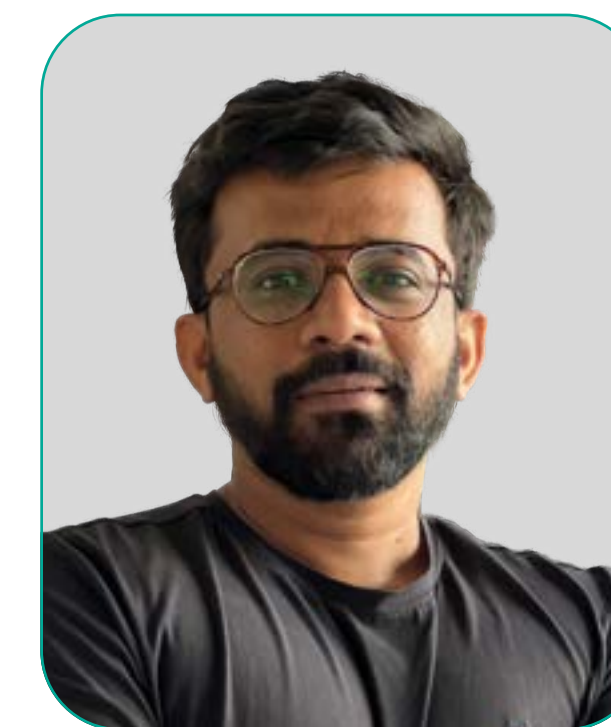
**Ansul Jain**  
GTM Mentor for Startups



**Premananth**  
Founder,  
Start Insights



**Jagriti Shreya**  
Founder,  
predictgrowth.ai



**Naquib Akhtar**  
Senior Product Engineer,  
Akamai Technologies



**Anbu Mathi**  
Innovation Coach &  
Design Thinking Expert



**Tansuh Prem**  
Founder & CEO,  
Mushloop

# Success Stories of Start Insights

Startup dreams come alive when you have friends like Start Insights



"Start Insights was key to our fundraising success, helping us raise INR 8.25 Cr with their excellent pitch deck and financial model. Their expertise made a significant impact."

**PRABA SANTHANAKRISHNAN**

Co-Founder and CEO, Cookr



"Their expertly designed pitch deck and comprehensive financial model helped us secure the necessary funds. Their team's strategic insights and professionalism were invaluable."

**AASHIK RAHMAN**

Founder of Zentrix



"Start Insights provided invaluable support in our quest for funding. Their top-notch pitch deck and precise financial projections were crucial in raising funds for Unitic."

**SIVA KUMAR**

Founder and CEO, Unitic



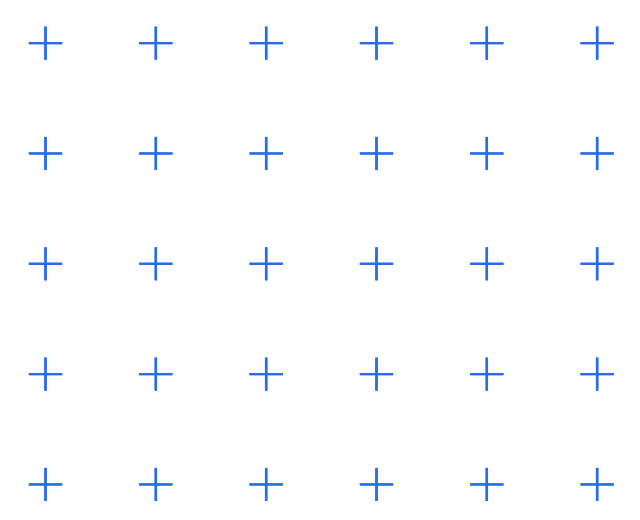
"We have faced numerous problems and often encounter challenges in reaching out to investors. The Start Insights team addresses this issue. You'll have the opportunity to pitch your idea to a curated panel of marquee investors."

**PRABAHARAN VENUGOPAL**

Founder and CEO, Cuptime

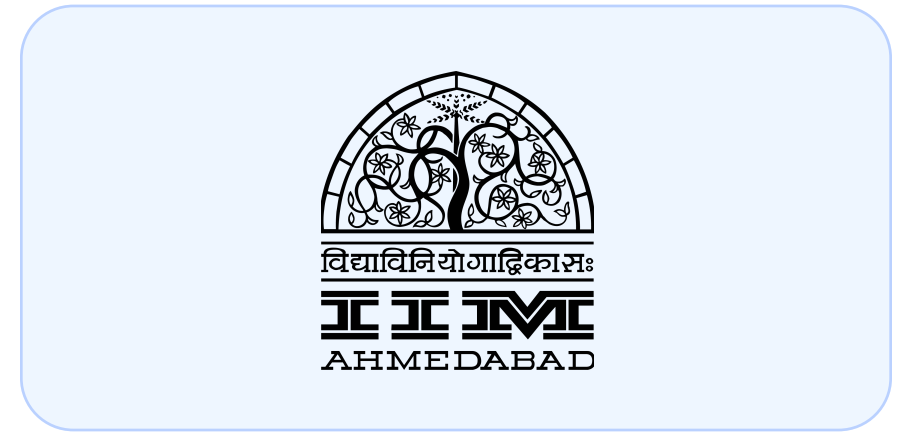
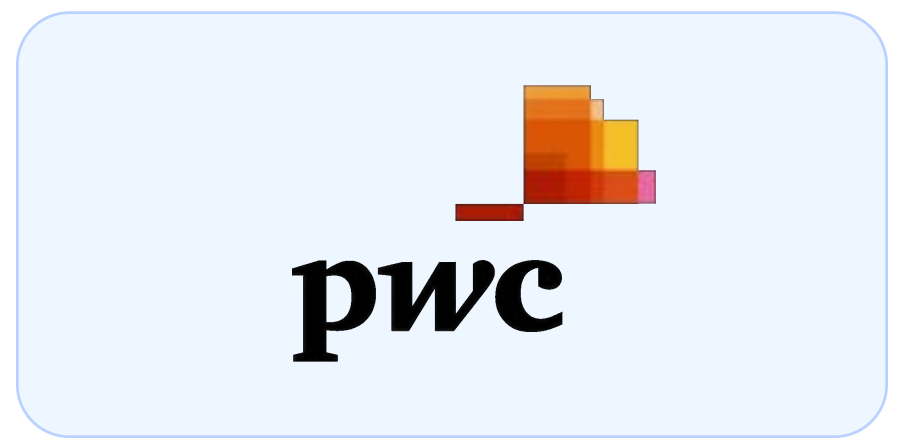
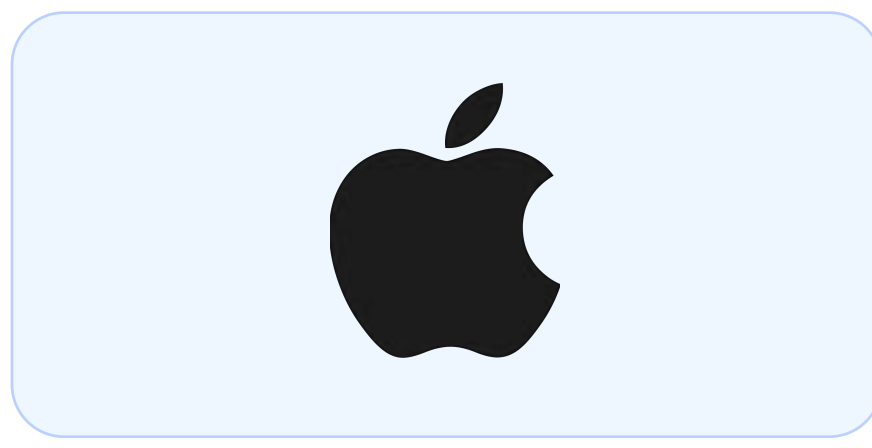
You could be the next Praba, Aashik, Siva or Prabakaran.

Start your scale-up journey with [StartX](#)



# Past Start Insights portfolio startup founders

come from these companies!



# Partners

## Program Sponsor



## Investment Partner



## Tech Partner



## Ecosystem Partner



## Digital Partner



## Marketing Partner



## Outreach Partner



## Knowledge Partner



## Growth Advisory



## Strategic Partner



## Tech Advisory



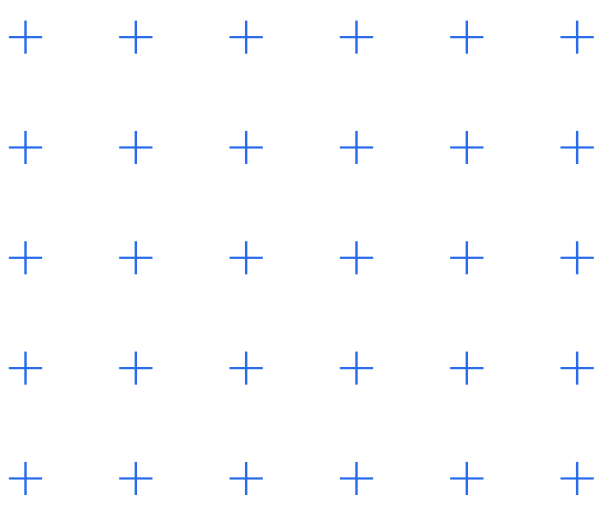
## IT Partner



# Get an Equity Investment up to ₹1 Cr.

₹1 Cr Soft Commitment\* from Valarchi Ventures for StartX Demo Day (subject to due diligence)





# Demo Day



We thank **Valarchi Ventures** for their soft commitment to the StartX cohort.

This demo will bring a significant deal flow for Valarchi Ventures.

We have ensured that all soft commitments are subject to due diligence, and every startup undergoes thorough due diligence before being connected to Demo Day.



*presents*

# THE PITCH Show

[www.startinsights.io](http://www.startinsights.io)

# Impacts

We can help you get there 10x faster than others.

And you can hear it from the data!



**300+**  
Startups Made  
Investment Ready



**~2x**  
Faster Raise  
Within 60 days



**\$12 Million**  
50 Startups raised  
\$12 Mn Accumulatively



**900+**  
Startup  
Founders Impacted



**1000+**  
Jobs Creation



Remarkable Results For Start Insights' Portfolio Startups

# Combined Valuation of \$100 Mn



Our End to End Fundraising advisory helped Gobuzzr to Crack Start-up TN Grant INR 10 Lakhs



Our End to End Fundraising advisory helped HarIoT to Crack Start-up India Grant INR 30 Lakhs



Our End to End Fundraising advisory helped OracleMovies to Crack Start-up India Grant 30 Lakhs.



Our End to End Fundraising advisory helped Unitic to Raise Capital form Angels INR 1 Cr.



Our End to End Fundraising advisory helped Cookr to Raise Capital form Angels INR 8 Cr.



Our End to End Fundraising advisory helped to hapnin 5 Cr. Term sheet from Angels



Our End to End Fundraising advisory helped Dockin to Crack Start-up India Grant 12 Lakhs.



Our End to End Fundraising advisory helped Zentrix to Raise Capital form Angels INR 2 Cr.



Our End to End Fundraising advisory helped Cuptime to Raise Capital form Angels INR 50 Lakhs.

& Much More...

## High Performing Portfolio



T.N. home food tech startup Cookr, secures USD 1 million in pre-seed round

The Hosur-based startup that offers home-cooked food options to its customers is currently operational in 9 cities in T.N. and plans to expand its footprint with the funding received

February 15, 2023 12:28 pm | Updated 12:28 pm IST - CHENNAI

## Curious to partner us?

Ring me at [+91 9677384133](tel:+919677384133) | Mail me at [prem@startinsights.io](mailto:prem@startinsights.io)



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